

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

CONSUMER TIME

NETWORK: NBC-RED

DATE: November 22, 1941

ORIGINATION: WRC

TIME: 12:15-12:30 AM-EST

Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

oooOooo

1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

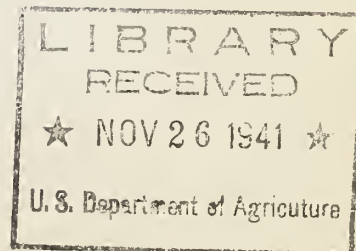
5. GUNNAR: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands
of other things you need.

8. GUNNAR: That's you . . . paying for these things . . . money
out of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME brings you facts that will make your pennies and dollars buy more of the things you need. This program is produced by your Consumer's Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.
- And now we present - your Consumers' Counsel,
Donald Montgomery ---
11. MONTGOMERY: With a word about waste.
12. ANNOUNCER: And his two reporters - Nancy Ordway ---
13. NANCY: Reporting on sour milk and cream.
14. ANNOUNCER: And Gunnar Jagdmann ---
15. GUNNAR: Reporting on cold medicines.
16. ANNOUNCER: And here, consumers, is your own personal representative - the young inquiring consumer, Mrs. Evelyn Freyman ---
17. FREYMAN: And, I have something to report this morning about sour milk, too.
18. NANCY: What's that, Mrs. Freyman?
19. FREYMAN: Well, - like lots of other women - whenever milk turned sour, I used to throw it away. Until last Monday.
20. NANCY: And then what happened?

THE HISTORY OF THE UNITED STATES OF AMERICA

BY JAMES M. SMITH

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

THE HISTORY OF THE UNITED STATES OF AMERICA

21. FREYMAN: Well, I was in my kitchen, cleaning out the icebox -
when Mrs. Miles came over . . .

(PAUSE)

22. SOUND: (ON MIKE) - RATTLE OF MILK BOTTLES, DISHES, ETC.

23. MRS. MILES: (OFF, CALLING) Yoo-hoo! Mrs. Freyman ---!

24. FREYMAN: Oh, come on in, Mrs. Miles.

25. SOUND: DOOR SHUTS, (OFF)

26. MRS. MILES: (FADING IN) Thought maybe you and your husband could
use a couple of baked apples.

27. FREYMAN: Oh, how nice of you! Indeed we could! I'm glad
we're going to have something to eat tonight. I
wasn't sure - after a glance at this refrigerator.

28. MRS. MILES: What's the trouble?

29. FREYMAN: Well, I turned the electricity off - to defrost it -
then completely forgot about it. We've been at
Myer's mother's over the weekend, and today - when I
opened this door ---

30. MRS. MILES: Whew! Not exactly a perfume factory!

31. FREYMAN: I think it's this milk and cream ---

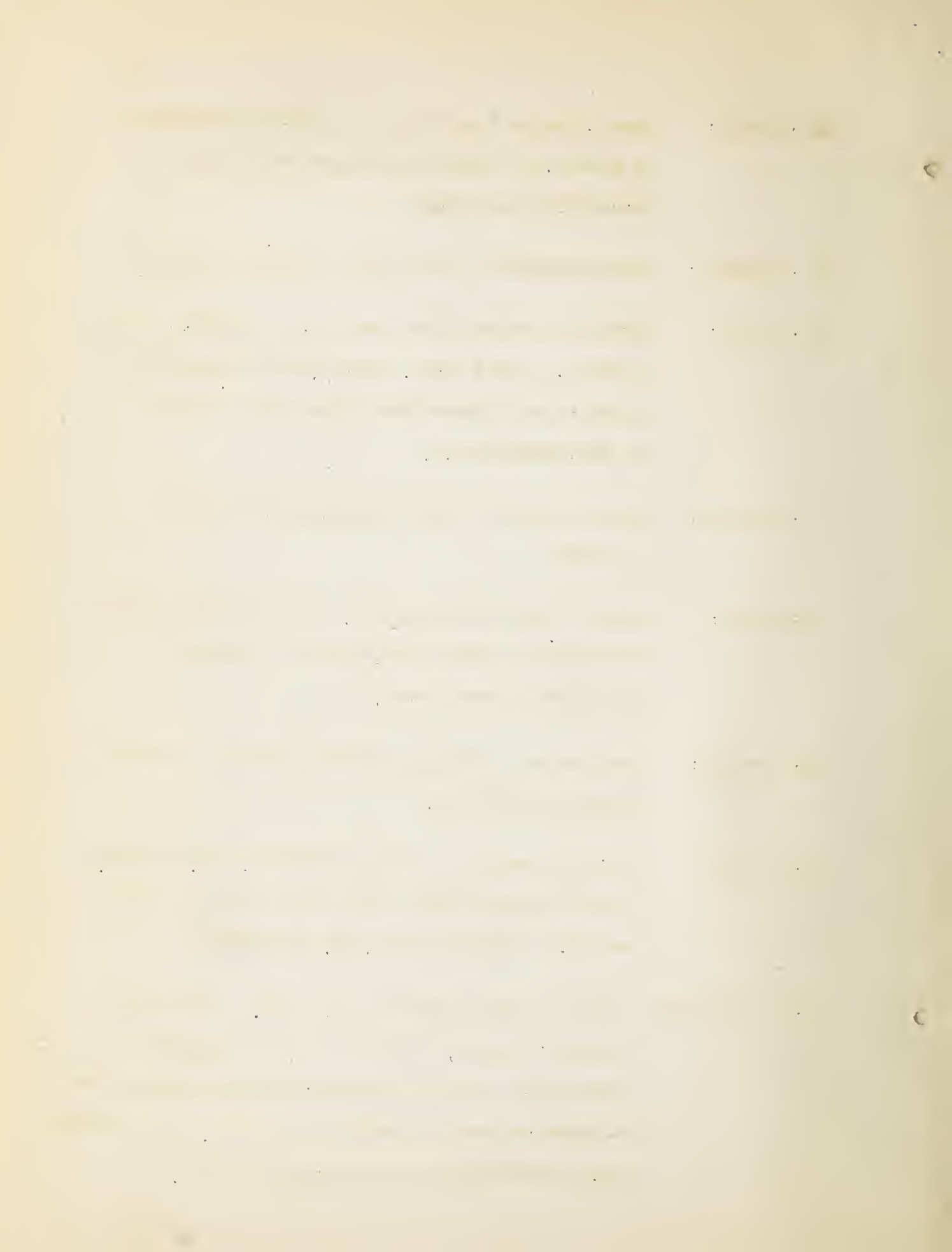
32. SOUND: MILK BOTTLES BUMPING TOGETHER, FADING OFF WITH HER

33. FREYMAN: (TURNING OFF) ---that smells so bad.
34. MRS. MILES: Say - don't dump those out!
35. FREYMAN: (AWAY FROM MIKE) Why? Will it clog the sink?
36. MRS. MILES: Clog the sink! It will be perfectly good money washed down the drain.
37. FREYMAN: Money!
38. MRS. MILES: Sure. That sour milk and cream is worth just as much now as when you bought it -- that is, if you know how to use it.
39. FREYMAN: But I don't.
40. MRS. MILES: Here - let me show you. You and your husband are going to have more than apples for dinner.
- (PAUSE)
41. FREYMAN: (FADING IN) So Mrs. Miles went right ahead, Nancy, and showed me how to make something out of what I thought was nothing.
42. NANCY: What did she make?
43. FREYMAN: Gingerbread out of the sour milk. You know - hot gingerbread ---
44. NANCY: Yes, I do. It's delicious.

45. FREYMAN: The recipe called for sweet milk, but Mrs. Miles used the sour milk and just added some soda.
46. NANCY: That's right. The soda counteracts the sourness and at the same time makes your gingerbread rise. Did she tell you how much to use?
47. FREYMAN: No. She just goes by rule of thumb.
48. NANCY: Well, that's rather dangerous - especially for an inexperienced cook.
49. FREYMAN: How much soda should I use, Nancy?
50. NANCY: That depends on how sour your milk is. For milk that's just turning sour - one-fourth teaspoon of soda for every cup of milk. For very sour milk - one-half teaspoon per cup.
51. FREYMAN: Sounds as if I'd have to be an experienced cook to use sour milk at all.
52. NANCY: Oh, it isn't so difficult - if you remember never to use more than half a teaspoon of soda for every cup of sour milk.
53. FREYMAN: I see . . . And should I use just as much sour milk as I would of sweet?
54. NANCY: Use just as much milk as the recipe calls for - sweet or sour. You'll have to change the amount of baking powder, though - because of the soda.

55. FREYMAN: Well, how on earth do I figure that out?
56. NANCY: I'm afraid we're getting a bit too technical, Mrs. Freyman, to tell all this over the air. Suppose I print the facts on our Consumer Tips card for this week?
57. FREYMAN: Good. Then I'm bound to get it straight. And all our listeners can have a copy - by writing to the Consumers' Counsel - Department of Agriculture - Washington, D. C. - can't they?
58. NANCY: If they remember to send us their name and address - and the call letters of the radio station to which they are listening. For the benefit of new listeners, we'll repeat this information later in the program - so they can jot it down.
59. FREYMAN: And when they write in, they're supposed to ask for the Consumer Tips card on sour milk ---
60. NANCY: And cream. There are lots of good things you can make with sour cream.
61. FREYMAN: Mrs. Miles made a wonderful salad dressing with ours.
62. NANCY: Mm-hm - and you can use it in gravies too. And - just try a spoonful of whipped sour cream on a bowl of pea soup!
63. FREYMAN: On soup!

64. NANCY: Sure. They've been doing it in Europe for hundreds of years. The French and Russians make dozens of dishes with sour cream.
65. FREYMAN: Then why haven't I ever heard of using it before?
66. NANCY: Maybe it's because we've been sort of wasteful in our country. I don't know. Anyway, lots of people seem to think that anything that turns sour is spoiled - so they ~~throw it out~~.
67. FREYMAN: And sour milk and cream are really just as good as fresh?
68. NANCY: They're just as good for you. Sour milk has the same food values as fresh milk, and sour cream has the food value of sweet cream.
69. FREYMAN: Then you won't catch me throwing them out - not with prices what they are.
70. NANCY: You'll be saving not only your pennies, Mrs. Freyman. You'll be saving food - and we need all the food we can get. Isn't that right, Mr. Montgomery?
71. MONTGOMERY: (COMING ON MIKE) Indeed it is, Nancy. And, as your Consumers' Counsel, I'd like to say that saving - in every form - is one of the most important contributions you women can make to America at this time. You probably know, November 12th was War-Against-Waste Day.



Actually, it was only the declaration of war against waste. Lots of people, all the time, do save --scraps, odds and ends, cast-off things. They have to save, or they couldn't live. But now, everyone must save. Not just to keep yourself alive, but to help every person in our country to be strong, and vigorous. That's what a war against waste means. And you're in it. You can't stay out.

Saving, you know, starts with little things. But Behind every little thing saved, there are big things. Take that sour milk, for instance. When you pour a bottle down your drain, you're not just wasting sour milk. You're wasting everything that was spent in getting the bottle of fresh milk to you. The cost of handling it all the way from the farm to your kitchen -- the gasoline for the truck - the oil, the tires. You're wasting the work of all the people who handled that milk along the way - drivers, loaders, engineer on the milk train . . . And what about the farmer who provided the cows? What of the months he spent raising them - the feed consumed - all the work of milking the cow? You see, there's a lot more in a bottle of milk than we might think - and a lot more than milk wasted when we throw it away. But the war against waste

doesn't just apply to the things we buy and use in our daily lives. It applies to ourselves - and our fitness to do our daily job. How many days' work do you suppose are wasted every year because we're tired or sick? And how many of those days could we save if we were careful? The answer, of course, runs into the millions - and probably into billions of dollars. One way to save health, we know, is by eating the right kind of food. Another way we're going to tell you about today. It's the way to defend ourselves against the greatest single menace to our health and well being - the enemy more than any other, that is responsible for all those millions of wasted days. That enemy is the common cold, and Gunnar here is going to tell you how to fight it. Gunnar ---

72. GUNNAR: (COMING ON MIKE) Thank you, Mr. Montgomery. I think I have some information that will be of real help to Mrs. Freyman and the rest of our consumers.

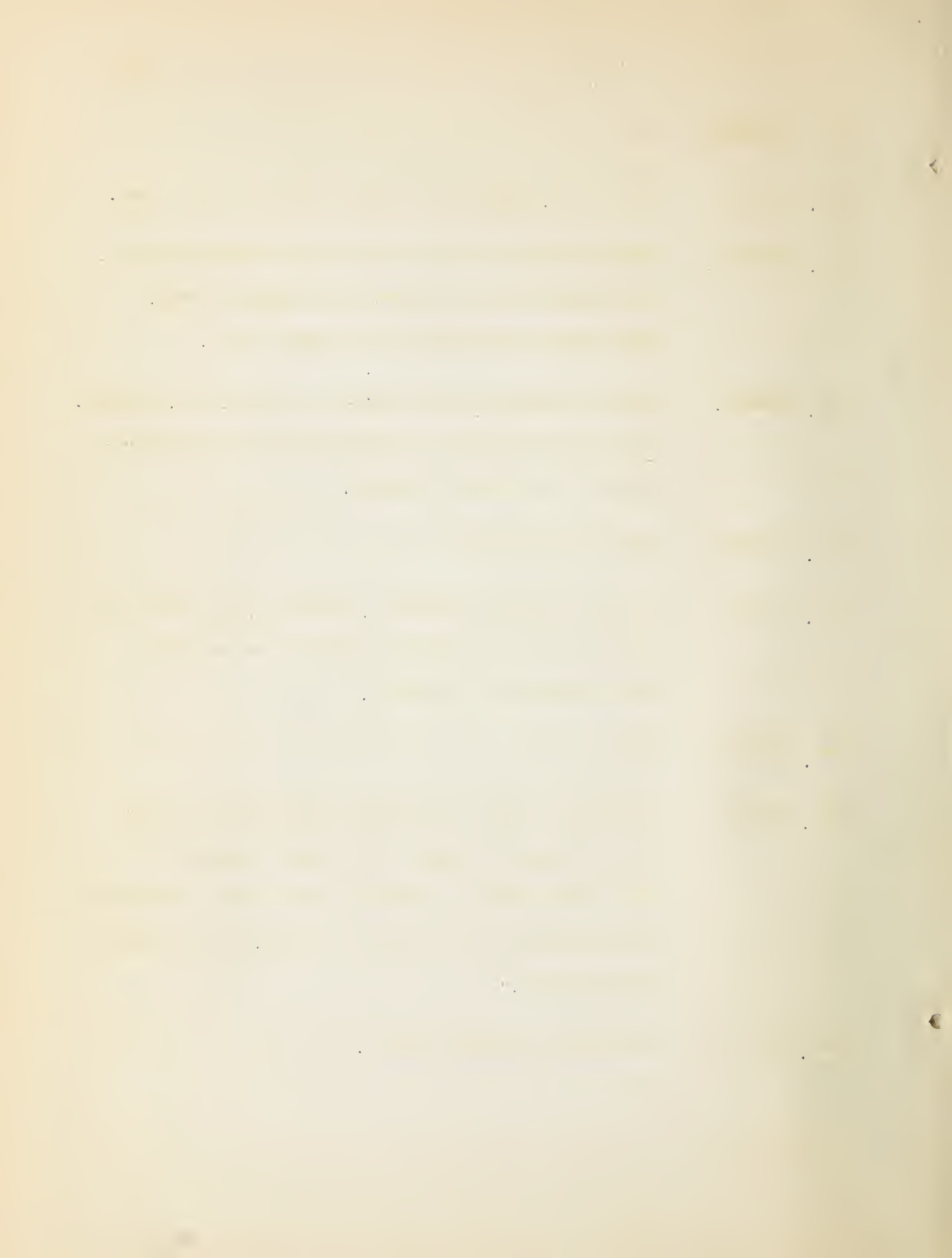
73. FREYMAN: It certainly should be - especially now, when we're more apt to get a cold. Seems to me it was just about this time last year that my husband started sneezing ---

74. MYER: (FADING IN) Ah - ah - choo!

75. FREYMAN: Myer - don't you think you'd better stay home from work today, dear, and take care of that cold?
76. MYER: But I've got so buch . . . ah - ah . . . so buch work do - ah-choo!
77. FREYMAN: You can't work well when you don't feel well.
78. MYER: Well, there's subthig id (HE SNIFFS) id thad, huddy.
79. FREYMAN: I'll call the office and explain to them ---
80. MYER: Baybe I would (HE SNIFFS AGAIN) be bedder id bed.
(BLOWS HIS NOSE)
81. FREYMAN: Of course you would. Now you just pile back in again and cover up tight - (TURNING OFF) while I go get the cold medicine ---
82. MYER: The code bedicid!
83. FREYMAN: (AWAY FROM MIKE) Of course. If we're going to fight the cold ---
84. MYER: You doe how I hade thad stuv!
85. FREYMAN: You always hate anything that's good for you.
86. MYER: I dode thig thad is eddy good. Id couldn't be - ad tasde thad bad. I - ah-choo! I wode stay id bed.
I'd rather go do worg!

(PAUSE)

87. NANCY: (FADING IN, LAUGHING) If that's not just like a man!
88. FREYMAN: (RATHER STERNLY) Well, it wasn't any laughing matter. As it turned out, my husband really did get sick, and he had to stay home for two whole weeks.
89. GUNNAR: Far be it from me to make light of a cold, Mrs. Freyman. I know how much time and health they waste per year - and how much could be avoided.
90. FREYMAN: With cold medicines?
91. GUNNAR: No, not with cold medicines. Actually, that stuff you tried to feed your husband wouldn't have cured his cold - or even cut it short.
92. FREYMAN: What!
93. GUNNAR: According to the Food and Drug Administration of the U. S. Government - "There is no drug or mixture of drugs known which is regarded by the medical profession as adequate to cure or prevent a cold, or to cut short its duration."
94. FREYMAN: But it said - on the label . . .



95. GUNNAR: That's just the trouble - those labels. The Administration is checking up on them - trying to make them tell the truth. Under the Food, Drug, and Cosmetic Act, the labels must tell just what the active ingredients are - how the drugs should be used - and exactly what good they will do.
96. FREYMAN: What good will they do?
97. GUNNAR: Well, some of them - certain powders and tablets - will relieve the headache that often accompanies a cold. Others - like the nose drops and inhalers - are supposed to keep the nasal passages open, so you can breathe easier.
98. FREYMAN: But do they?
99. GUNNAR: The nose drops that have peppermint oil, or menthol, or camphor in them may have a very slight effect. Some of them contain even more powerful drugs, which shrink the linings of your nose.
100. FREYMAN: Is that good?
101. GUNNAR: For some people it's very harmful. For babies, it may be extremely dangerous. You should never use ~~only~~ nose drops for babies unless the doctor tells you to.
102. FREYMAN: I'll remember that, Gunnar. And what about those pills and powders you mentioned? Is there any danger from those?

103. GUNNAR: There may be - if you don't follow the directions for use. Then too - in relieving your headaches, they may make you think you're all well when you aren't.
104. FREYMAN: Well, what's so dangerous about that?
105. GUNNAR: Well, instead of staying in bed, you're apt to be up and doing - and run the risk of serious complications.
106. FREYMAN: Then - is there some better kind of medicine I could take? What about cough drops and cough syrups?
107. GUNNAR: The best that can be said for them is that they temporarily lessen coughing. That 's all.
108. FREYMAN: Then of all the various medicines sold - none of them really does a cold any good.
109. GUNNAR: That's right.
110. FREYMAN: Then what can we do for a cold?
111. GUNNAR: Well, in the first place - if you have a cold, you can try to keep it to yourself. The best way to prevent colds is to prevent giving them to other people.
112. FREYMAN: You mean - by staying home?
113. GUNNAR: Yes - and by always covering your mouth and nose when you sneeze. And by using paper tissues which can be thrown away. That prevents reinfection.

114. FREYMAN: But isn't there anything I can do to help cure the cold?
115. GUNNAR: Well, the best thing for you to do is follow a bit of your advice - and go to bed. Just rest - and drink plenty of warm liquids, like broth and milk and fruit juices. And call a doctor, to be sure there are no complications.
116. FREYMAN: Why does rest help, Gunnar?
117. GUNNAR: Because your body has in it a power of resistance to disease that will shake off the cold - if you give it a chance by stopping all other bodily exertion. If you don't, something far worse than a cold may develop - perhaps pneumonia.
118. FREYMAN: No pneumonia in my case. Not when I know how easily a cold may be cared for. I'd like to talk about it longer but now I see it's time for . . .
119. SOUND: NOTE ON CHILE
120. ANNOUNCER: The Consumers' Honor Roll!

121; GUNNAR: Chicago, Illinois. Consumers in the city of Chicago go on the Honor Roll today for establishing the first operating Consumer Information Center in the country.

At this center, 176 West Washington Street, men and women can get facts about how they can make their pennies and dollars buy the things they need, and how they can contribute in their everyday purchases to the National Defense program.

Already the center has been swamped by people asking for help, reading and taking home the bulletins and other materials placed there for use. Next Tuesday the Center starts a program to train local people to help in this educational plan to further extend its services.

This center is being run under the general supervision of the Chicago Commission of National Defense, and for providing a much needed consumer service, the Consumer Information Center of Chicago, Illinois gets Honor Roll mention today.

122. SOUND NOTE ON CHILE

123. FREYMAN: Thank you, Gunnar. And now - would you mind telling me what you've planned for next week's CONSUMER TIME?

124. GUNNAR: How to take care of our teeth.

125. NANCY: How to buy fish.
126. FREYMAN: Better teeth - and facts about fish - for next week Saturday's CONSUMER TIME. And I suppose that we can get Consumer Tips cards on both of today's subjects - cold medicines, and sour milk and cream.
127. NANCY: Indeed you can. Both of the Consumer Tips cards are absolutely free - to anyone who writes in for them.
 , will you repeat the address for our listeners?
128. ANNOUNCER: Here it is . . Consumers' Counsel - Department of Agriculture - Washington D. C. Just ask for the Consumer Tips on sour milk and cold medicines - and give us your own name and address and the call letters of the station to which you are listening.
129. NANCY: Remember that - your own name and address, and the call letters of your radio station. We'll be glad to send you the cards for your household file.
130. ANNOUNCER: Tune in next week at this same time to another in the CONSUMER TIME series - produced by your Consumers Counsel in the Department of Agriculture, and presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Nell

(MORE)

Fleming, Nancy Ordway, Gunnar Jagdmann, and Larry Beckerman.

CONSUMER TIME was presented as a Public Service Feature by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

